![Starry night sky over silhouetted trees, with a blue arrow shape on the lower left]

EMELAR

REDOX^

SIMPLIFYING SALES CLOUD

customer success story

Simplifying Sales Cloud
How we helped Redox^ visualize their sales pipeline and grow their business

COMPANY PROFILE

Redox^ is a healthcare data exchange company. They work with vendors and provider organizations to standardize data, maintain integrations and get technology into the hands of patients and providers.

Industry: Health Tech
Solutions: Sales Cloud, Service Cloud, Chatter
Competitors: Integrity, Change Healthcare Clinical Network Solutions, NextGen Connect
Go-Live Date: 9/22/2017

Redox^ Faced Three Big Challenges:

BEST PRACTICES

Sales reps had no consistent method to track leads and opportunities. Leads were managed within email and spreadsheets, and each rep had their own individual process. Not only did the sales process take longer, it more made it difficult to onboard new sales reps.

CUSTOMER RELATIONSHIPS

Redox^ didn't have a CRM in place to store customer information. Sales reps had difficulty tracking and retrieving customer data, which meant that each sales cycle took longer than necessary.

FORECASTING

Executives and board members had limited visibility into the sales pipeline and weren't confident in the data. Without accurate forecasting, it was impossible to plan for the future.

> " Jesse and Kyle are not just consultants — they are truly a member of your sales organization. "

DAN DONOVAN
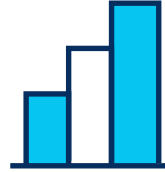*Vice President of Operations and Finance, Redox^*

The Solutions

CONSULTING

SALES CLOUD

EINSTEIN ANALYTICS

CUSTOM DEVELOPMENT

CONSULTING Emelar worked with Redox^ to gain a deep understanding of their sales process and ideal workflow. From there, we established a more consistent sales process using Sales Cloud.

SALES CLOUD Emelar customized Sales Cloud with checkpoints that enable Sales Reps report on leads and opportunities as part of the sales process.

EINSTEIN ANALYTICS CUSTOM DEVELOPMENT Emelar used the checkpoints to develop finely tuned reports that help Redox^ leadership to accurately see their sales pipeline, and, in turn, plan for the future.

The Results

CONSISTENCY By creating intuitive procedures that matched Redox^'s sales process, sales reps can not only close more sales, but it takes less time to finalize deals. In addition, the standardized workflow makes boarding new sales reps a more efficient process.

CLARITY Customer data can be retrieved, used and reported on at all levels of the organization - which means better customer service, faster sales cycles and easier reporting.

CONFIDENCE Redox^ can now forecast its revenue effectively, using the power of Salesforce to help drive the business forward.